

UNIVERSAL SHOPPING CARD AND ORDER INJECTION SYSTEM
PROVIDING UNIFORM APPEARANCE

ABSTRACT OF THE DISCLOSURE

5 A universal shopping cart is provided that obtains and orders products and
services from different merchants located on the Internet. The consumer completes
all of their shopping on the shopping site and is not directed to another merchant's
site to complete an order. The universal shopping cart provides a monitoring service
that allows the consumer to monitor a product for specified criteria. The order
10 injection system places orders for products contained within the universal shopping
cart from affiliated and non-affiliated merchants. Specific ordering details required
from merchants external to the shopping site are hidden from the consumer. For
external merchant sites that require a consumer account before allowing the product
to be purchased, the shopping site creates a new consumer account without
intervention from the consumer. Once the products are ordered, the consumer may
15 keep track of the ordered products from the shopping site.

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